

Message Text

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 AID-05 XMB-04 /026 W

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R 101510Z FEB 75

FM AMEMBASSY TUNIS

TO SECSTATE WASHDC 8158

UNCLAS TUNIS 0854

E.O. 11652: N/A

TAGS: BEXP, TS

SUBJ: PROPOSED IOWA IOGA TRADE MISSION

1. PROPOSED MISSION WOULD BE USEFUL ADDITION TO FY 76 COMMERCIAL PROGRAM IN TUNISIA. EMBASSY BELIEVES IT COULD HOST MISSION IN LATE FALL 1975 AND PROVIDE ANY ADDITIONAL SUPPORT NECESSARY TO SUPPLEMENT IOGA'S OWN EFFORTS. SPONSORS SHOULD BE AWARE THAT RAMADAN 1975 WILL COVER APPROXIMATELY SEPT 7 TO OCT 7, VIRTUALLY ELIMINATING THE MONTH OF SEPTEMBER FOR SERIOUS BUSINESS PURPOSES. HOTEL AND OTHER ARRANGEMENTS SHOULD NOT BE A PROBLEM DURING OCT-NOV PERIOD.

2. REVIEW OF INTERESTED COMPANIES INDICATES SEVERAL PRODUCT AREAS WITH GOOD SALE POTENTIAL IN TUNISIA. FARM MACHINERY (WHITE) HAS TRADITIONALLY BEEN A HIGH SALES U.S. PRODUCT HERE. AGRICULTURAL PROCESSING EQUIPMENT (VANMARK, TOWNSEND, BURRELL), CONSTRUCTION AND INDUSTRIAL MATERIALS (CONCRETE PIPE, WELTY WAY, ECONOMY FORMS, BURREL, WINPOWER), HEAVY INDUSTRIAL EQUIPMENT (JET, FMC) ARE ALL EXPANDING MARKETS IN TUNISIA DUE TO INCREASED INDUSTRIAL INVESTMENT AND EMPHASIS ON AGRICULTURAL PROCESSING. SOME COMPETING AMERICAN LINES IN THESE PRODUCTS ALREADY DOING QUITE WELL. INCREASING PER CAPITA INCOME IS CAUSING SUBSTANTIAL GROWTH IN MARKET FOR CONSUMER AND LUXURY GOODS (SHEAFFER, LENNOX), COMPANIES POSSIBLY INTERESTED IN ESTABLISHING LOCAL PRODUCTION OR ASSEMBLY FACILITIES (E.G. NOCK-ONWOOD NEELY) AS MEANS OF STIMULATING EXPORTS SHOULD BE FAVORED.

3. MIXED BAG ENCOMPASSED BY ABOVE LIST WOULD MAKE HIGH-LEVEL RECEPTION OF SUCH A MISSION MORE DIFFICULT THAN IS CASE WITH UNCLASSIFIED

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SINGLE THEME MISSION. OPPORTUNITIES FOR INDIVIDUAL

CONFERENCES BETWEEN MISSION MEMBERS AND APPROPRIATE PRIVATE OR GOVT CONTACTS WOULD BE MOST EFFECTIVE WAY TO HANDLE MISSION OF THIS SORT. BELIEVE SPONSORS SHOULD BE PREPARED TO SEND OFFICIALS AS NECESSARY IN ADVANCE IN ORDER TO MAKE NECESSARY ARRANGEMENTS. SEVERAL VISITS BY HIGH-LEVEL U.S. GOVERNMENT AND PRIVATE U.S. BUSINESSMEN TO TUNIS IN EARLY CY 1975 ARE INCREASING TUNISIAN AWARENESS OF U.S. AS A TRADE AND INVESTMENT PARTNER. LATER MISSIONS (E.G. IOWA GROUP) SHOULD BE BENEFICIARIES OF THIS HEIGHTENED AWARENESS.

4. IOWA GROUP SHOULD BE PREPARED FOR STRONG TUNISIAN INTEREST IN POSSIBILITY OF MISSION MEMBERS INVESTING IN TUNISIA. DRIVE TO ESTABLISH NEW INDUSTRIAL FACILITIES, INCLUDING THOSE PRODUCING FOR EXPORT TO COMMON MARKET, PERMEATES TUNISIAN BUSINESS TO EXTENT THAT EACH TRADE TRANSACTION IS VIEWED AS BASIS FOR POSSIBLE FUTURE INVESTMENT. BELIEVE SUCH SOUND INVESTMENTS, FOR WHICH TUNISIANS BELIEVE THEY CAN OBTAIN PETRO-DOLLAR FINANCING, CAN HELP EXPAND U.S. EXPORTS TO TUNISIAN, REGIONAL AND EUROPEAN MARKETS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TUNIS00854
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750048-0355
From: TUNIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750256/aaaabybh.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 24 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 APR 2003 by RuthemTJ>; APPROVED <15 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED IOWA IOGA TRADE MISSION
TAGS: BEXP, TS
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006